



WDM ENews

January 2014

From The City Manager

Happy New Year! The City of West

Des Moines is ready to ring in the New Year with a review of the progress made in 2013 and a solid vision for 2014. In December 2013, the Mayor and City Council held a retreat to review the 2013-2018 vision and goals. The Management Team attended the retreat to provide a progress report for 2013 as well as present on an Implementation Plan with strategies to keep the organization moving towards the Mayor and Council goals.



I am pleased to report that in 2013, the City of West Des Moines celebrated many accomplishments including:

- **First City in Iowa to be named an “eCity” by Google, identifying the City as having the strongest online business community in the State.**
- **Recognized as a “Connected Community” by Governor Branstad on behalf of Connect Iowa; a private-public partnership between the Iowa Economic Development Authority and Connected Nation.**
- **Over 2,500 new job opportunities created**
- **Master Plan for the future Public Works Facility is in process; land has been purchased for the site**
- **SW Connector Phase III was completed with significant process made towards the construction of the 105th Street Interchange and connecting roads project**
- **Integration of Public Art in Infrastructure and Development Projects**
- **Optimize Police Patrol Operations with new operating schedule for officers**
- **Extensive efforts to conserve energy and utilize renewable energy resources within the City**
- **Advocate for responsible tax reform while maintaining a constant property tax rate for the past 6 years**

These are just a handful of the accomplishments and milestones that can be attributed to the hard work of the organization and leadership of the Mayor and City Council in 2013. Additionally, these accomplishments have laid a foundation from which to further build upon in 2014. As we enter the New Year, the City will be focusing efforts on 7 goals that include:

- **Positioning the City as a Preferred Location for Business Development in the Midwest**
- **Striving to Provide Infrastructure for Economic Development and Quality of Life**
- **Promoting Innovative, Creative, and Service-Centered Organization**
- **Continually Developing Opportunities to Enjoy Life**
- **Lead the Midwest as a Safe Community**
- **Exceptional Stewards of Community Resources**
- **Recruit the Highest Education**

Reaffirmed by the Mayor and City Council as the leading priorities for 2014, these goals will continue to be the forefront of all projects and decisions to best serve the Citizens of West Des Moines.

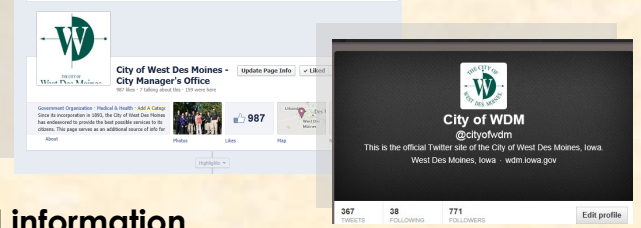
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Community Highlights

Have you liked us on Facebook or Twitter?

Look here for all the City pages to receive updates and information .



Kris Kringle: Visiting WDM

Kris Kringle was all over the City of West Des Moines in December. With stops at the West Des Moines Fire Department and Parks and Recreation 'Breakfast with Santa', children had the opportunity to talk with Santa and receive a special gift. Santa at the Station was hosted by the WDM Human Services, Firefighters, Police, EMS, and WDM Kiwanis club.



City of West Des Moines



The City of West Des Moines is proud to release the Development Retrospective for the FY 2012-2013. These numbers represent various statistics throughout the City of West Des Moines during the period of July 2012–July 2013. The entire presentation is available on the West Des Moines Website, under publications.

Congratulations!

- Aldi's opened a new store on Mills Civic Parkway
- KCL Engineering graduated from the WDM Incubator Program
- West Des Moines Incubator celebrated their 3rd Anniversary!



Department Spotlight: Community & Economic Development Department

The Community and Economic Development Department was established in 2007 tasked with a mission to “plan and promote an economically strong and vibrant community through business retention and development, housing initiatives, redevelopment, and community promotion. “

The Community and Economic Development Department oversees housing and economic development. The Department works with several housing programs in an administrative capacity to include: the Dallas County Local Housing Trust Fund, the Polk City Home Improvement Program, and the Metro Home Improvement Program. The department works with boards of directors or management committees for the different funds to set policy and oversee the operations of the programs. The department also serves as the administrator for the Community Development Block Grant Program funds the City receives through the United States Department of Housing and Urban Development.

Additionally, the Community and Economic Development Department plays a leading role in Economic Development in the City. Activities which encourage and assist small and large business expansion and growth, enabling the creation of a diverse economy and employment base for the City, as well as enabling the expansion and diversification of the City's tax base are based within this department.

Some of the Economic Development Activities in this department include exhibiting at trade shows, preparing targeting economic development promotional materials, being proactive in business recruitment, and expanding the role of business negotiations with economic development opportunities.

More information on the department or questions about offered programs, click [here](#).

2013 Highlights....

- Designated a “Connected Community”
- Designated as eCity by Google
- Amended the Mills Urban Renewal Plan
- Completed 70 Executive Business Calls
- Assisted in securing \$6 million in financing for a 52 unit senior housing Development
- Assisted in securing LEED Platinum Certification for Historic City Hall
- Assisted in Securing a site for a new Habitat for the Humanities home in Valley Junction
- Oversaw the renovation of 11 homes in Dallas County
- Oversaw the renovation of 13 homes in 11 communities in Polk County

Get Connected....



WDM Human Services Department

Thank you West Des Moines!

Thank you all so much for your generous support of the holiday assistance programs at West Des Moines Human Services to help residents in need. We appreciate your donations of toys, clothing and grocery food cards as well as your monetary contributions. Due to the tremendous support of the community, we were able to provide holiday assistance for over 500 low-income households.

Thank you also to all of the wonderful organizations and individuals who participated in the 2013 holiday Adopt-A-Family Program which matched 192 families with sponsors. These sponsors provided gifts and food assistance for their adopted families. The families are very grateful for this support!



Santa At The Station Party

Santa came early this year for many low-income children. Over 75 children ages four to six along with their parents attended a special party on Saturday, December 14th at the fire station on Railroad. The party was sponsored by WDM Human Services, WDM Firefighters, WDM Police, WDM EMS and the WDM Kiwanis Club. These groups were present in uniform to welcome the children. The highlight of the party was when Santa gave a special gift to each child. This annual event delights many children and helps brighten the season for struggling families.



WDM Human Services Department

COG Shopping Spree

For over 20 years the Churches Outreach Group (COG) and WDM Human Services have worked together to provide a holiday shopping experience for low-income children ages 8 to 11 to shop for gifts for family members. On Saturday, December 14th, 100 children along with volunteer chaperones met at the WDM Community Center for some holiday shopping. COG-participating churches provide donated dollars to purchase a gift card for each child. The children are matched with a chaperone who helps them shop. WDM Human Services registers children from low-income households and coordinates the transportation with the WDM Community School district. The activity begins at the Community Center and the participants travel to Wal-Mart to shop. When they return with gifts in hand, there are wrapping stations set up for the children and chaperones to wrap and label each gift. Participants are then treated to lunch provided by WDM Parks and Recreation.



Several opportunities are available with the City of West Des Moines. Check out the [website](#) for more details and how to apply.

WDM Public Works Department

Enjoy the Winter Season!

With a few small preparations in advance, residents in the Midwest can be ready for weather issues.

Winter weather? Don't park in the street!

"But I saw the plow go down my street! I should be able to park in front of my house now!"

During and after a winter event, plows may need to make numerous trips down your street to clear snow to the curb. Check the City's website to see when the Parking Ban is over before parking in the street, or call the Snow Hotline at 273-0766.

Winter weather – a parking ban is in place – and there's a car parked in my street! That means my street can't get cleaned properly!

Citizens have the right to call the Police Department (222-3321) if a car has not been moved during a parking ban, and they can see that our plows have had to plow around it.

Winter weather – when will my street get plowed?

Public Works has a proven system for snow removal! Visit the WDM - Public Works - Snow and Ice Removal

Winter weather? What if there's an emergency?

Public Works crews work closely with Public Safety, and especially during winter events. If Police, Fire, or EMS require assistance in getting to an emergency situation, Public Works operators will be there with whatever equipment is necessary to assist Public Safety. You may rest assured that, even during a winter storm event, emergency crews should be able to reach you during an emergency.

Winter weather? That's where Public Works really shines!

Those Public Works employees that you may see during the year patching the streets, maintaining the City's sewers, mowing, installing traffic signs, sweeping the streets, inspecting street construction and a variety of other jobs, are the City's snow fighters during the winter months! These workers from different work crews unite and form a strong team of snow plow operators!

Yard Waste

Last chance to dispose of yard waste (including real Christmas trees and wreaths)!

Christmas trees, just like yard waste, are collected from the curb and recycled into compost. Real trees and wreaths will be picked-up on your regular garbage day between **Dec. 30 and Jan. 10**, and they must have a Compost It! sticker attached. Stickers are sold at participating grocery and hardware stores for \$1.20. Please remove all decorations.



Why does the normal yard waste season always stop at the end of November?

Historically the amount of yard waste area-wide declines significantly after December 1st. Because Metro Waste Authority's hauler is paid by the tonnage collected, trucks driving the route do not collect enough yard waste to make the collection economical. The end of November has been the end of the yard waste season for many years, and that is not anticipated to change. The good news is that residents have the two weeks following Christmas to put out any additional yard waste !

For more information about yard waste collection, visit Metro Waste Authority at <http://www.whereshouldgo.com> or call 515-244-0021.

YourGOV

YourGOV has recently completed updates which should greatly enhance the experience of citizens reporting issues to the City. Users of the current YourGOV mobile apps for Android and iOS will soon be prompted to update their apps. The mobile apps have a new look and feel, and many additional features! Locating and submitting issues will be even simpler!

